

Kate Davies

Graphic & Brand Designer/Illustrator

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About Me

Creative, passionate and resourceful Graphic and Brand Designer with 7 years of industry experience.

Skills

Graphic design, layout design, print design.
Brand design, brand strategy.
Website design, UI/UX design.
Social media strategy, art direction, content and ad design.
Motion graphics, animation.
Illustration and painting (traditional and digital.)
Client relations, project management.
Creative copywriting.

Software Skills

Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Adobe XD, Adobe After Effects.
Procreate, Procreate Dreams, Figma, Shopify, Klaviyo, Squarespace, MS Office, Google Suite.

Professional Experience

Graphic Designer, Brains Biocetical Corp. (Contract position)

April 2024 - present.

- Create content & digital projects from initial concepts to delivery.
- Create and optimize high stakes, effective presentations for capital raises, new product launches and new initiatives.
- Refine and perfect product packaging.
- Support marketing team with visuals and campaigns.

Freelance Graphic & Brand Designer, Told you so studio.

September 2023 - present.

I design interesting and authentic brand identities and provide other graphic design services such as social media templates, email newsletters, menu design and creative strategy services on a freelance basis for a variety of clients.

Head of Design, Neon Mfg.

February 2017 - September 2023.

During my 6.5 years at Neon Mfg. I designed for many high level clients including Nike, Facebook, Delta Airlines, USDA, Goop, Sephora, Hulu and Universal Music.

I also designed for individuals such as Eminem, Run the Jewels, Chief Keef, 2 Chains and The 1975.

- Researched, designed and developed new collections for our own product ranges.
- Designed to brief while maintaining brand standards for business and personal clients.
- Presented proposals, bidding, designs and pricing.
- Designed custom, functional packaging while meeting client's brand standards.
- Recruited, trained and managed a team.
- Implemented and maintained social media and advertising campaigns.
- Developed creative solutions for the customer's unique needs and limitations (trade shows, events, merch drops etc.) that work to strengthen brand messaging.
- Project managed several projects running simultaneously, anticipating client needs before the client is aware of their needs.

**Teacher of English, The British Council Vietnam and Indonesia.
February 2013 - May 2016.**

I taught English in South East Asia for 3 years for a world renowned, Government founded company. This experience made me incredibly adaptable and resourceful while immensely improving my public speaking, management and creative problem solving skills.

Formal Training

Bachelors' Degree with Honors in Textile Design.

Manchester School of Art, England, 2010.

Certificate in UI/UX Design.

Emily Carr University/OCAD University, Canada, 2023.

Certificate in Communication Design.

Emily Carr University, Canada, 2022.

Certificate in Commercial Illustration.

Langara College, Canada, 2016.

Thank you.

A handwritten signature in white ink on a black background, reading "Kate Drief". The signature is fluid and cursive, with a large loop at the end.